



Co-funded by the  
Erasmus+ Programme  
of the European Union



SOFIA UNIVERSITY  
"ST. KLIMENT OHRIDSKI"  
EST. 1888



# ICT-TEX course on Digital skills

## Topic 11: ICT in Enterprise Management

The course is developed under Erasmus+ Program Key Action 2:  
Cooperation for innovation and the exchange of good practices [Knowledge Alliance](#)

**ICT IN TEXTILE AND CLOTHING HIGHER EDUCATION AND BUSINESS**

Project Nr. 612248-EPP-1-2019-1-BG-EPPKA2-KA

*The information and views set out in this publication are those of the authors and do not necessarily reflect the official opinion of the European Union. Neither the European Union institutions and bodies nor any person acting on their behalf may be held responsible for the use which may be made of the information contained therein.*



Co-funded by the  
Erasmus+ Programme  
of the European Union



SOFIA UNIVERSITY  
"ST. KLIMENT OHRIDSKI"  
EST. 1888



## 11.3. Digital Marketing

These slides are part of the topic on  
*“Topic 11: ICT in Enterprise Management”* of the course on  
Digital skills in Textile and clothing industry.

Check also the other themes in this topic:

- 11.1. Enterprise Resource Planning
- 11.2. Business Intelligence Systems



# Contents

## 3. Digital Marketing

- [Introduction to Digital Marketing](#)
- [Digital Marketing Definition](#)
- [Digital Media](#)
- [Digital Media Types](#)
- [Digital Devices](#)
- [Digital Technology](#)
- [Digital Marketing Components](#)
- [Digital Media Channels](#)
- [Digital Marketing Strategy](#)
- [Digital Marketing Benefits](#)
- [Popular Digital Media Companies](#)
- [Popular Digital Marketing Companies](#)



# Introduction to Digital Marketing

- Digital Marketing is often also called:
  - Online marketing
  - Internet marketing
  - Electronic marketing
- These terms are used interchangeably, but the correct definition of digital marketing needs to be refined.



# Introduction to Digital Marketing

- Digital Marketing is **an online marketing**
- Digital Marketing uses digital communications (email, social media, web-based activities, multimedia messages, and so on) and the Internet to promote business goals, products, brands, and so on, to potential users.



# Introduction to Digital Marketing

- Digital Marketing is compared to traditional marketing campaigns with various common marketing activities (offline activities) such as:
  - Billboards and Signage campaigns
  - Direct mailing and distribution of brochures and flyers
  - Physically printed ads
  - Event marketing and Face-to-face interaction
  - And so on



# Digital Marketing Definition

Digital Marketing represents *“the application of digital media, data, and technology integrated with traditional communications to achieve marketing objectives.”*

- Chaffey, D., Ellis-Chadwick, F.: Digital Marketing: Strategy, Implementation, and Practice, 7th Edition, Pearson Education, UK 2019, ISBN: 978-1292241579 (2019)





# Digital Media

- The term digital media represents any data transmitted through different digital technology, digital platform, or digital channel for communication with users
- Digital media can be represented as anything accessible through a digital device

# Digital Media Types

- Common classification of types of Digital Media:
  - **Paid Media** – generating payments to owners of the media for advertising, sponsorships, usages
  - **Owned Media** – online media owned and managed by a company (website, brand, social media)
  - **Earned Media** – interacts with users with shares online, comments, and so on

# Digital Media Types

- Common classification of types of Digital Media:
  - **Paid Media** – includes various types of advertising
    - Display ads, paid search, digital signage, keyword paid online search
  - **Owned Media** – includes various types of digital properties
    - Websites, blogs, social media presence (channels, pages, etc.), mobile apps
  - **Earned Media** – includes various types of partner networks
    - Social networks, Influencers outreach, Publisher's editors, and so on



# Digital Media Types

Main  
Digital Media  
categories:

- Audio format
- Video format
- Text
- eBooks
- Social media
- Types of Content
- Photos and illustrations
- Blog posts and articles
- Digital art
- Virtual reality
- Video games



# Digital Devices

Examples of digital devices are:

- Desktop PC and Laptop
- Smartphone
- Tablet
- Smartwatch
- E-readers
- Storage devices
- Input and output devices, and many more



# Digital Technology

- Digital technology is the technology implemented into digital devices

Examples  
Digital Technologies:

- Websites
- Online trade
- Digital TV and Streaming
- Digital Music
- Social Media
- Blockchain Technology
- Artificial Intelligence
- Cloud computing
- Cryptocurrency
- And many more



# Digital Marketing Components

Digital Media  
Channels

Pay-per-click  
(PPC)

Search Engine  
Marketing  
(SEM)

- Search Engine  
Optimization  
(SEO)

Social Media  
Optimization  
(SMO)



# Digital Media Channels

Search - Search Engine Marketing (SEM)

Websites (Website marketing)

Email (Email marketing)

Social Media - Social Media Marketing (SMM), Social Media Optimization (SMO)





# Digital Media Channels

Mobile devices (Mobile Marketing)

Videos (Video Marketing)

Content (Content Marketing)

Online Display Advertising (Advertising Marketing)

Network partnerships (Affiliate Marketing)

Online PR (Online Reputation Management) and more



# Digital Marketing Strategy

- The Digital Marketing strategy is a key part of the company's marketing strategy.
- Integrates digital marketing with overall marketing strategy to support business objectives
- Aims to support the realization of marketing strategy, business goals, and user engagement



# Digital Marketing Benefits

Digital Marketing facilitates market penetration, development, and product development and diversification

Digital Marketing provides reliable user information for customer requirements and desires

Digital Marketing provides numerous and diverse digital media channels to expand the overall marketing strategy of the company



# Digital Marketing Benefits

Digital Marketing provides increased user satisfaction, user loyalty, and communication with users

Digital Marketing increases sales, brand reputation, and brand awareness

Digital Marketing is more profitable than traditional marketing

Digital Marketing has a higher return on investments than traditional marketing



# Digital Marketing Benefits

Digital Marketing provides reliable information for current and future competitors of the company

The results of Digital Marketing allow the business to adapt to modern market trends and consumer desires.

The results of Digital Marketing can serve as a basis for future improvements in business activities and generating business value



# Popular Digital Media Companies

- Examples of popular Digital Marketing companies:
  - Netflix
  - Google
  - Facebook
  - Twitter
  - Amazon
  - HBO
  - Fox Corporation
  - Discovery Digital Media
  - Walt Disney
  - Comcast Corp
  - AT&T
  - Sony
  - Thomson Reuters Corporation
  - And many others



# Popular Digital Marketing Companies

- Examples of popular Digital Media companies:
  - Digital Third Coast
  - WebMechanix
  - Fuel Online
  - Ignite Visibility
  - Stryde
  - Digital Silk
  - Rise Interactive
  - Hop Online
  - KlientBoost
  - Uplers
  - Evestar
  - And many others



## References

- Ray, Rajesh.: Enterprise Resource Planning, Tata McGraw Hill Education Private Limited, New Delhi, India 2011, ISBN: 978-0-07-070088-8 (2011)
- Sharda, R., Delen, D., Turban, E.: Business Intelligence, Analytics, and Data Science: A Managerial Perspective, 4th Edition, Global Edition. Pearson Education, UK 2018, ISBN: 978-1-292-22054-3 (2018)
- Chaffey, D., Ellis-Chadwick, F.: Digital Marketing: Strategy, Implementation, and Practice, 7th Edition, Pearson Education, UK 2019, ISBN: 978-1292241579 (2019)



# CONTACTS

## Coordinator:

Technical University of Sofia

## Project coordinator:

assoc. prof. Angel Terziev, PhD  
aterziev@tu-sofia.bg

**Web-site:** [ICT-TEX.eu](http://ICT-TEX.eu)

## Author:

Assistant professor Yavor Dankov  
Sofia University "St. Kliment Ohridski"

Email: [yavor.dankov@fmi.uni-sofia.bg](mailto:yavor.dankov@fmi.uni-sofia.bg)

ResearchGate: <https://www.researchgate.net/profile/Yavor-Dankov>

Scopus: <https://www.scopus.com/authid/detail.uri?authorId=57202891597>



Co-funded by the  
Erasmus+ Programme  
of the European Union

KNOWLEDGE ALLIANCE

**ICT-TEX**

ICT IN TEXTILE AND CLOTHING  
HIGHER EDUCATION AND BUSINESS

*These slides and the materials included in these slides (including references) are for educational purposes only. The use of slides should be done with correct citation and only for educational purposes.*

*The information and views set out in this publication are those of the authors and do not necessarily reflect the official opinion of the European Union. Neither the European Union institutions and bodies nor any person acting on their behalf may be held responsible for the use which may be made of the information contained therein.*